(iii) Camping site at Kohra range Kaziranga-Rs. 152 lakhs.

(iv) Road Signages for Assam-Rs. 24 lakhs.

Increase in business in Hotels by organising 'Plays'

†1360. SHRI RAMA SHANKER KAUSHIK: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government have started organising plays in its Five State Hotels to increase business;

(b) if so, since when and the names of the hotels and quantum of the increase in the business made so far; and

(c) whether I.T.D.C. have recently engaged a troupe; if so, the money spent on it and the authority that approved it and profits accrued to the I.T.D.C.?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) and (b) Following general trend/practice in the hospitality sector, ITDC is also organising various cultural activities including plays from time to time in Ashok Hotel, New Delhi. These activities are promotional in nature and have a direct impact on hotel business. It is, however, not feasible to quantify its profitability in commercial terms.

(c) ITDC like all other hotels constantly and regularly engages cultural and theatre groups for its valued customers. This is a business practice in the hospitality industry.

Promotion of Pilgrim Tourism in Orissa

1361. SHRI SURENDRA LATH: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government have a proposal to promote Pilgrim Tourism;

(b) if so, the State-wise number of pilgrim Centres identified for development;

(c) whether any such centre has been identified in Orissa;

(d) if so, the details thereof; and

†Original notice of the question was received in Hindi.